



DOWNTOWN DEVELOPMENT AUTHORITY

Board of Directors Meeting

Wednesday, January 13, 2016 3:00 p.m.

Council Chambers, City Hall – Midland, MI

1. Roll Call: Arnold, Barbeau, Bott, Brines, Kaye, Kell, Lauderbach, McGuire, Miller, Rathbun, Slezak, Staffileno, Wright
2. Approval of the DDA Minutes from the meetings of November 11, 2015, Strategic Planning Session and regular meeting of the DDA.
3. What's Up Downtown – Tisdale
4. Board Informational – Tisdale
5. Downtown Development Authority 2015-2020 Long Range Plan and 2016 Plan of Work - Tisdale
 - Review, prioritize, approval
6. Committee Reports
 - Budget and Finance Committee – Rathbun
 - Proposed 2016-17 DDA Budget
 - Communications Committee – Kell
 - Midnight on Main Recap
 - Economic Sustainability Committee – Brines
 - Mr. Moustache – Incubator Approval
 - MIFloat – Incubator Approval
 - Executive Committee – McGuire
 - Midland Downtown Business Association Report – Coyer
7. Public comments regarding items that are not on this agenda
8. New Business
9. Adjourn



DOWNTOWN DEVELOPMENT AUTHORITY MINUTES

Board of Directors Meeting
Wednesday, November 11, 2015, 1:00 p.m.
Conference Room B, Midland City Hall

Attending: Arnold, Barbeau, Bott, Brines, Kaye, Kell, Lauderbach, Staffileno, Wright

Absent: McGuire, Miller, Slezak, Rathbun

Staff present: Tisdale, Todd, Richardson

Kell introduced Lee Rouse of OmniTech who facilitated the 2015-2020 Long Range Strategic Planning and 2016 Plan of work Session for the Downtown Development Authority.

Meeting adjourned at 2:45 p.m.



DOWNTOWN DEVELOPMENT AUTHORITY

Board of Directors Meeting

Wednesday, November 11, 2015 3:00 p.m.

Council Chambers, City Hall – Midland, MI

Call to Order: 3:00 p.m.

Attending: Bobbie Arnold, Paul Barbeau, Bo Brines, Brad Kaye, Dave Kell, Jon Lauderbach, Bridgette Staffileno, James Wright. Absent: Cathy Bott, Marty McGuire, Bo Miller, Bob Rathbun, Andrea Slezak
Staff Attending: Stephanie Richardson, Selina Tisdale, Lacey Todd

Tisdale presented for approval the DDA Board minutes from the meeting of September 9, 2015. Brines moved approval of the minutes seconded by Lauderbach. Minutes were unanimously approved.

Tisdale presented the Quarterly Financial Report for month ending September 30, 2015. Lauderbach moved for approval of the financial report, seconded by Barbeau. Financial report was unanimously approved.

Tisdale reported on various business activities occurring in the downtown district.
Richardson presented the Horticulturist Report.

Committee Reports:

- Kell reported that the Communications Committee met in October was looking at the 2016 events calendar and developing new event ideas for exposing visitors and residents to the downtown district. He reported that Midland: Exploring our Future – Arts, Culture & Recreation committee has submitted a request to the city to close Gordon Street, between Larkin and Main to hold a Winter Village on Thursday evenings in December, to coincide with the Santa House. He reported that Midnight on Main tickets are now on sale, for \$25 general admission, \$125 for VIP.
- Brines reported that the Economic Sustainability Committee met in October to receive an update on the activities of Momentum Midland and receive updates on the status of various business inquiries and incubator agreements.
- Kell reported that the Executive Committee met in November to prepare the board agenda.
- There was no report provided by the Midland Downtown Business Association Report.

Public comments regarding items that are not on this agenda - None

New Business- None

3:15 p.m. Adjourn

NEXT DDA BOARD MEETING - Wednesday, January 13, 2015

Mission: To foster a dynamic downtown environment that promotes economic growth and social interaction
Vision: Small City Charm with Big City Choices

2016 DDA Annual Plan of Work

Economic Sustainability

- **Goal 1: Expansion of housing opportunities**
Action: Complete Inventory of potential spaces
Action: Enhance relationships with developers and owners
- **Goal 2: Enhance revitalization of downtown properties**
Action: Develop Partnership w/ DDA and funders
Action: Continue expansion of incubator program
Action: Continue expansion of façade improvements
Action: Enhance relationship with property owners

Social Interaction

- **Goal 1: Riverfront Development**
Action: Identify opportunities and roles for the DDA to be involved and supportive of riverfront development activities
- **Goal 2: Develop and integrate attractive linkages within district**
Action: Develop an overall plan identifying priorities and timelines to address linkages with streetscape, signage, respite areas, transportation, and aesthetics
- **Goal 3: Enhance program development efforts to support social interactions and further economic development**
Action: Integrate program efforts already being done in the community to expand offerings in downtown venue; link with events
- **Goal 4: Lead efforts to develop a branding strategy for Midland**
Action: Gather stakeholders in the community to develop a plan and concept

Infrastructure

- **Goal 1: Develop and implement a modern Streetscape plan that addresses maintenance, space and aesthetic needs**
Action: Request presentation of recommendations by City Engineering Department
Action: Upgrade electrical infrastructure to support events and special lighting needs
Action: Integrate plans with developers and funders.



DDA Strategic Plan 2015 - 2020

Mission: To foster a dynamic downtown environment that promotes economic growth and social interaction

Vision: Small City Charm with Big City Choices



Economic Sustainability

Goal	Metric	Scope
Goal 1: Facilitate the expansion of housing opportunities in the downtown area	By 2020, 250 housing units developed in downtown footprint	Action: Complete Inventory of potential spaces Action: Enhance relationships with developers and Owners
Goal 2: Develop/maintain programs to enhance revitalization of downtown properties	By 2020, 100% of spaces are able to be occupied	Action: Develop Partnership w/ developers and funders Action: Continue expansion of incubator program Action: Continue expansion of façade improvements Action: Enhance relationships with property owners

DDA Strategic Plan 2015 - 2020

Mission: To foster a dynamic downtown environment that promotes economic growth and social interaction

Vision: Small City Charm with Big City Choices



Social Interaction

Goal	Metric	Scope
Goal 1: Represent DDA interests in Riverfront Development activities	DDA is a regular participant in Riverfront planning	Action: Identify opportunities and roles for the DDA to be involved and supportive of riverfront development activities
Goal 2: Develop and integrate attractive linkages within the district	By 2020, a minimum of one initiative/linkage has been implemented	Action: Develop an overall plan identifying priorities and timelines to address linkages with streetscape, signage, respite areas, transportation, and aesthetics
Goal 3: Enhance program development efforts to support social interactions and further economic development		Action: Integrate program efforts already being done in the community to expand offerings in downtown venue; link with events
Goal 4: Lead efforts to develop a branding strategy for Midland	By 2017 plan complete	Action: Gather stakeholders in the community to develop a plan and concept

DDA Strategic Plan 2015 - 2020

Mission: To foster a dynamic downtown environment that promotes economic growth and social interaction

Vision: Small City Charm with Big City Choices



Infrastructure

Goal	Metric	Scope
Goal 1: Develop and implement a modern Streetscape plan that addresses maintenance, space and aesthetic needs	By 2020, one unified look	Action: Request presentation of recommendations by City Engineering Department Action: Upgrade electrical infrastructure to support events and special lighting needs Action: Integrate developers and funders to develop a prioritized plan for implementation



DDA Budget and Finance Committee Meeting
Wednesday, December 16, 2015, 10:00 a.m.
MINUTES

Location: Conference Room B – Midland City Hall

Committee Members in Attendance: Rathbun (Chair), Brines, Kaye, Kell, McGuire

Committee Members Absent: None

Staff: Selina Tisdale, Stephanie Richardson, Reid Duford, Margret Maday

Rathbun moved approval of the minutes from the January 7, 2015 Budget and Finance Committee meeting, McGuire seconded. Minutes were approved by those in attendance.

Tisdale provided a draft of the 2014-15 actual spending, 2015-16 approved budget and year-to-date budgets. Several numbers needed updating to accurately reflect the status of current budgets. These updates will be made for the January meeting. A philosophical discussion was held on projected revenues and spending for the 2016-17 budget year.

A discussion was held on the capital improvements plan and given that the 2016 year is likely to see several changes to the downtown infrastructure, the committee determined it was not necessary at this time to do a full review of capital spending.

The next meeting is scheduled for January 11, 2016 at 10 a.m., Midland City Hall.

Adjourned: 10:45 a.m.



DDA Communications Committee
MINUTES
Tuesday, December 15, 2015 at 11:00 a.m.
Location: Conference Room B

Members Present: Dave Kell (chair), Cathy Bott, Marty McGuire, Bridget Staffileno

Members Absent: Bobbie Arnold,

Kelle Matula and Mark Kawecky of MLive presented an update on the DDA's digital campaigns and SEO updates.

Committee discussed the activities of Arts, Culture and Recreation (ACRE) committee of the Midland: Exploring our Future and the Winter Village event(s) being held downtown.

Discussed three new events for 2016 – Canivale for spring – discussed involvement of the Latin or Brazilian community to help bring some diversity and culture to the event; Fall Harvest events and the Jingle Run for next December. Staffileno offered to chair the Jingle Run event.

Meeting adjourned: 12:25 p.m.

2015 Plan of Work DDA Communications / Social Interaction

Goal 3: Represent DDA interests in Riverfront Development activities

Metric: DDA is a regular participant in Riverfront planning

Action: Identify opportunities and roles for the DDA to be the voice for the downtown businesses in riverfront development activities

Action: Investigate Riverfront façade improvement

Goal 4: Develop and integrate attractive linkages within the district

Metric: By 2020, a minimum of one initiative/linkage has been implemented

Action: Develop an overall plan identifying priorities and timelines to address linkages with streetscape, signage, respite areas, transportation and aesthetics.



DDA Economic Sustainability Committee MINUTES

Wednesday, January 5, 2016 at 2:00 p.m.

Location: City Hall Conference Room B

Committee Members Present: Brines (Chair), Barbeau, Lauderbach, Miller, Slezak, Wright

Committee Members Absent: None

Staff: Selina Tisdale

The committee reviewed and discussed two incubator applications: Mr. Moustache, a mobile device repair business with mobile device accessory sales and; MIFloat a float center featuring a spa and massage environment utilizing float technologies. Discussion was given to the fact that these businesses do not fit the incubator program guidelines for retail, restaurant or entertainment businesses but also does not fall into the office service category of a financial institution, legal or accountant type business which the program did not intend to incubate. The committee felt that these human services businesses fit the intent of the incubator program in that they provide a service and meet an interest to an average visitor to the downtown district and help to occupy vacant properties with interesting services.

Lauderbach moved that both the Mr. Moustache and MIFloat businesses be recommended for incubator program approval. The motion was seconded by Slezak. The motion was unanimously approved.

Tisdale updated the committee on the status of various business inquiries and updated the committee on incubator agreements.

Discussed the 2016 Plan of Work for this committee. With the board's strategic plan focusing on a new streetscape it was determined that a more robust façade program, to complement the current program, would be desirable for businesses who would like to make some considerable investments in façade improvements. Tisdale will begin researching incubator programs from other communities for committee review and discussion. Discussions with local foundations will be pursued as well. It was suggested that the DDA's current fund balance may be a resource for helping fund a more robust façade improvement program.

Meeting adjourned: 3:30 pm

WHEREAS the Economic Sustainability Committee of the Downtown Development Authority has reviewed the incubator application submitted by Joshua D. Watters, Mr. Moustache's Phone Repair, 124 Townsend Street, and found all information acceptable and in order; now therefore

RESOLVED, that the Economic Sustainability committee recommends that the Downtown Development Authority grant the Joshua D. Watters, Mr. Moustache's Phone Repair, 124 Townsend Street, incubator request and provide lease subsidy in the following amounts:

- \$500.00 /month for the first six months of the program;
- \$330.00/month for the second six months of the program; and
- \$170.00/month for the last six months of the program.

Presented to the Downtown Development Authority Board on January 13, 2016

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Vote:

WHEREAS the Economic Sustainability Committee of the Downtown Development Authority has reviewed the incubator application submitted by Jason DeShano and Kevin Murray, MIFloat, 213 Main Street, and found all information acceptable and in order; now therefore

RESOLVED, that the Economic Sustainability committee recommends that the Downtown Development Authority grant the Jason DeShano and Kevin Murray, MIFloat, 213 Main Street, incubator request and provide lease subsidy in the following amounts:

- \$830.00 /month for the first six months of the program;
- \$560.00/month for the second six months of the program; and
- \$275.00/month for the last six months of the program.

Presented to the Downtown Development Authority Board on January 13, 2016

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Vote:



DDA Executive Committee Meeting
Wednesday, January 6, 2016 at 3:00 p.m.
Location: Conference Room B, Midland City Hall

Committee Members: Marty McGuire, Bo Brines, Dave Kell, Ex-Officio Member Scott Coyer, MDBA President
Absent: Bob Rathbun
Staff: Selina Tisdale

Reviewed the 2016 Strategic Planning draft document from the November strategic planning session and reviewed presentation of the material for the January DDA meeting.

Tisdale updated the committee on the MDBA's review of the 2016 SARA renewal. The MDBA has completed their review and will be recommending no change in the 2016-18 SARA. This recommendation will be ready for the March meeting schedule.

Kell and Tisdale reported that the move of Midnight on Main inside to Dow Diamond was a big success with nearly 2000 people in attendance.

Brines reported that the Economic Sustainability Committee will have two incubator recommendations for board approval.

Reviewed the draft agenda for the January 13 DDA board meeting.

Coyer updated the committee on various activities and discussions taking place at the MDBA level.

Adjourned: 4:00 p.m.



MDBA Board Meeting Minutes
UNAPPROVED
December 10, 2015
8 a.m. ~ Pizza Sam's

Call to order 8:05 am

Attending: Blain Anderson, Marc Belgiorno, Scott Coyer, Sara Eastman, Mary Shudark, Nicole VanSchagen, Joanne Wessel, Chris Whitted, Gus Wojda

Absent: Lauri Ireland, Mark O'Brien, Ann Ward

Minutes from the November 12, 2015 were unavailable for approval.

Wessel reviewed the October 2015 MDBA Treasurers Report. Whitted moved approval of the report, seconded by Wojda. Treasurer's report was approved by those in attendance.

Tisdale and Wessel provided a review of the events planning committee.

Tisdale provided a general timeline for adopting the 2016-17 budget. A brief discussion of budget philosophies and use of fund balance was held. Wessel, Tisdale and Events Coordinator Lacey Todd will meet to develop preliminary events budget recommendations for 2016.

Tisdale reviewed the adoption schedule for the 2016-18 SARA renewal. This will go to the DDA / SARA board in either January or March 2016.

The discussion on the 2016 Legacy Award was moved to January.

Held a discussion on recent downtown events including Santa Parade and courthouse lighting. The Winter Village event has been generating good retail traffic between 7 and 8 p.m. The first weekend of Holly Jolly Days was rather slow.

Meeting adjourned: 9:15 a.m.

NEXT MEETINGS:

MDBA Board Meeting: Thursday, January 14, 8 a.m., Pizza Sam's

MDBA All Businesses Meeting, Wednesday, January 27 – 8 a.m., Pizza Sam's